



Office of Public Relations
3600 South Constitution Boulevard
West Valley City, Utah 84119-3720
Office: (801) 963-3466
Fax: (801) 955-3604
Email: aaron.crim@wvc-ut.gov

FOR IMMEDIATE RELEASE

Date: January 20, 2011

Contact: Aaron Crim, Public Relations & Neighborhood Services Director, (801) 963-3466 (media only)
Craig Thomas, Public Relations & Neighborhood Services Assistant Director, (801) 963-3285
Casey Cristoffersen, CAP Utah Asset Development Coordinator, (801) 433-3025

Financial Fitness Fair to be held at West Valley City Family Fitness Center

WHAT: Financial Fitness Fair

WHEN: Saturday, January 29, 2011
10 a.m. to 4 p.m.

Mayor Mike Winder will be available to speak to the media at 10:30 a.m.

WHERE: West Valley City Family Fitness Center
5415 West 3100 South

WHO: Everyone is invited to attend to learn more about smart money management.
Households earning \$49,000 or less may also receive free Income Tax preparation assistance.

WHY: On January 29, 2011 from 10:00 a.m. to 4:00 p.m. the West Valley City Family Fitness Center (5415 West 3100 South) will host the 3rd Annual Financial Fitness Fair. The event will offer free tax preparation by IRS certified volunteers to both English and Spanish speaking households. Combined Household income must be below \$49,000 to qualify. In addition, families will be able to learn about smart money skills, credit reports, housing assistance, utility assistance, energy savings and much more. Program information for the Children's Health Insurance Program (CHIP), Utah's Premium Partnership for health insurance (UPP), Medicaid, Home Energy Assistance Target program (HEAT), and Food Stamps will be available. Several banking institutions will also be ready to help families open accounts.

The Fair will be highlighting the 2011 Earned Income Tax Credit (EITC) day, a day set by the IRS to recognize and make taxpayers aware of the credit. The EITC is a refundable federal income tax credit for low-to moderate-income working individuals and families. Congress originally approved the tax credit legislation to offset the burden of social security taxes and to provide an incentive to work.

Also, the Financial Fitness Fair will be introducing the involvement of the Believe In Your Future campaign with the VITA program. The goal of Believe in Your Future is to serve as a centralized, coordinated access point for useful and reliable information and tools families need to face the broad variety of money-related issues and financial challenges that may arise over the course of their lives.

“West Valley City residents are strongly encouraged to take advantage of this great opportunity,” stated Mayor Mike Winder. “In this economy, we are all looking to find ways to make our money go farther.”

This event is made possible by American Express, Community Action Partnership of Utah, the Growing Assets and Income Now (GAIN) coalition, United Way of Salt Lake, West Valley City and West Valley City Family Fitness Center

For more information please dial 2-1-1 Information and Referral.

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